Use of Click and Collect E-tailing Services among Urban Consumers

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Abstract

The purpose of this study is to investigate the phenomenon of omni-channel marketing initiatives of online marketing companies, particularly those who use ‘click and collect’ option as a product delivery and fulfilment means. Research variables including urban consumer’s online trust, perceived usefulness, product risk and financial risk towards their acceptance of click and collect e-tailing were identified, measured and analysed using Partial Least Square path modelling. The urban working online consumers are of particular interest in this study due to their hectic work schedule which makes product delivery fulfilment a problem for this segment to purchase online. A quantitative survey research was carried out and research data was collected from large cities with urban working populations in Malaysia. The findings indicate strong relationship between urban consumers’ online trust and perceived usefulness to their acceptance of click and collect e-tailing as a means for online order fulfilment. As hypothesised, both product risk and financial risk were found not to affect urban consumers’ decision to adopt click and commerce e-tailing services. This stands out as a major contribution of this study, whereby click and collect e-tailing is found to have significantly reduced product and financial risk, both prevalent contributors to negative adoption of electronic commerce in previous studies. Several recommendations are discussed based on these findings together with suggestions for future research.

Keywords: Click and Collect E-Tailing, Financial Risk, Online Trust, Perceived Usefulness, Product Risk, Urban Online Consumers, Omni-Channel Marketing

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